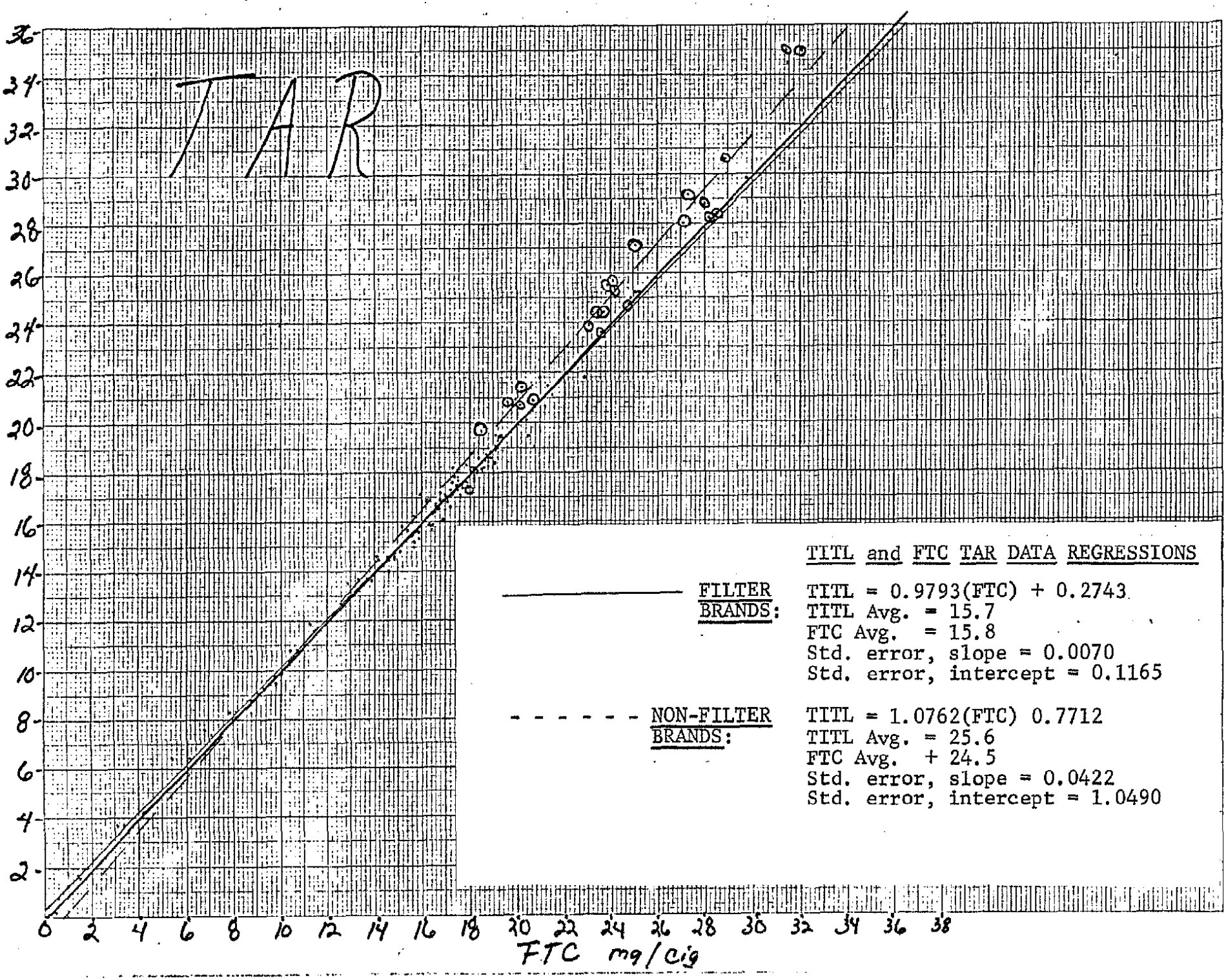
Market Sample #19



TITL and FTC TAR DATA REGRESSIONS

——— FILTER BRANDS:
TITL = 0.9793(FTC) + 0.2743
TITL Avg. = 15.7
FTC Avg. = 15.8
Std. error, slope = 0.0070
Std. error, intercept = 0.1165

- - - - - - NON-FILTER BRANDS:
TITL = 1.0762(FTC) 0.7712
TITL Avg. = 25.6
FTC Avg. + 24.5
Std. error, slope = 0.0422
Std. error, intercept = 1.0490

PM3000763590

Source: https://www.industrydocuments.ucsf.edu/docs/snvl0001